

Application No. 10/555,615

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Remarks/Arguments:

Concerning the Bernetich disclosure, applicant would like to point out that Bernetich makes no mention of a reply post card and in fact there is no part of the Bernetich invention that could be conceived or used as a reply post card.

The third page of the Bernetich invention (26) is a means of wrapping the greeting card portion (12,14) and is used to write the recipient's address on for mailing to the recipient, panel (26) of the Bernetich invention would therefore arrive to the recipient in a soiled manner having been already used (written on) by the sender. Bernetich does not describe any further use for panel (26) after separation and none could be gleaned from the Bernetich disclosure.

Bernetich states: (page 5, lines 22-28)

"The greeting card of the present invention particularly lends itself to having a prepaid postage stamp affixed to the **envelope portion** of the card since the **envelope portion** of the card remains integral with the card itself"

Bernetich describes panel (26) as the "envelope portion"

Panel (26) of the Bernetich invention would be soiled when it arrived to the recipient and in the applicants opinion could have no further use.

It can clearly be seen from the Bernetich disclosure that the Bernetich invention does not supply the recipient of the card with both a greeting card to celebrate an occasion and a reply post card for the recipient to send his or her personal details to be entered into a promotion.

Applicant believes that the Bernetich invention does not solve or even conceive the problem solved by the present invention. Bernetich discloses a way of manufacturing a card so that an envelope is not needed for the mailing process.

The flap (32) and the adhesive structure (38) described and illustrated by Bernetich confirm that the third panel (26) is a means of enclosing the card for mailing and to also provide a surface to be written on by the sender, this is where the sender writes the address of the recipient.

Panel (26) could not be considered as any kind of reply post card because it is used (written on) by the sender, it is clearly not for the recipient to use as a reply post card, it is soiled when it reaches the recipient and has already provided its only intended function which is to act as an envelope covering, it is intended to be utilised by the sender and discarded by the recipient.

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In contrast, there is no part of the present invention that is intended to be discarded by the recipient, the greeting card portion clearly retains its appearance as a greeting card after separation and the reply post card is visibly fit for use as a reply post card.

It can be clearly seen from the illustrations of the said invention 10/555,615 that the reply post card has space for the recipient to enter his details, it can also be seen from the illustrations that the reply post card is intended to be posted back to the card company, the words "Silaprom Cards" appears as a back stamp on the card on surface (2) (Fig 1) and also appears on surface (3) (Fig 1) the reply post card.

It is clearly stated in the original disclosure of the said invention that the reply post card is specifically intended to provide the recipient with the means of sending his or her details back to the card company or to any company that published such a card.

It can be clearly seen from the illustrations that the said invention is only a combination greeting card and reply post card and that there are clearly no tabs, flaps or anything else except the combination of the greeting card and reply post card, it is also clear to see from the illustrations that after separation takes place down the line of weakness (4) that the recipient of the said card would clearly be in possession of a greeting card and a reply post card.

There is none of the prior art that provides or sets out to provide a combination of a greeting card that can be enjoyed and retained for sentimental reasons in a complete state (which means its front and back cover are intact) and a reply post card that can be used by the recipient to send his or her details back to the card company and whereupon the separation of the combination produces no waste material or other item.

The said invention could be utilised for any number of promotions, it gives the card sender not only an opportunity to send a greeting card to a recipient but also to send the recipient the opportunity to send his or her details into a promotion.

The recipient not only receives a greeting card to celebrate a specific occasion but can also use the reply post card to send his or her details back to the card company or any other organisation that produced such a card, so that those details may be entered into a promotion.

It can be clearly seen from the only and original illustrations disclosed that the said invention 10/555,615 produces a greetings card and a reply post card after separation but does not produce any waste material, the Bernetic invention produces a greeting card and two pieces of waste material, the panel (26) which is soiled on arrival to the recipient and the flap (32) but definitely does not supply the recipient of the card with

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In the Bernetich disclosure, panel (26) is repeatedly described as the envelope and is not described as anything else, panel (26) is clearly to be discarded by the recipient and has no further use apart from enclosing the card for postal delivery and providing a surface on which to write the recipient's address details. Part (26) of the Bernetich invention does not supply the recipient of the card with a reply post card and was never intended to.

The said invention is clearly illustrated as 3 panels, made up of a greetings card and a reply post card. This appears nowhere in prior art and none of the prior art is capable of providing the function of the said invention.

Applicant stresses that the said invention 10/555,615 was invented to perform the specific function of supplying the recipient with a greetings card and also the means of sending his or her details into a company promotion via the reply post card.

None of the prior art has set out to provide the means to achieve the same result of the said invention and none of the prior art is capable of producing the same result.

Applicant is confused as to why, stating a claim about the said invention that is clearly visible from original illustrations is deemed to be introducing new matter, are not the original illustrations deemed to be part of the applicant's disclosure or is only written text part of the disclosure for these purposes?

Applicant is referring to the part of the rejected claim (8) which reads: "thus producing two independent and complete units of namely a greetings card with its front and back cover intact and a reply post card but no other excess parts, panels or waste material. Applicant respectfully asserts that this part of the claim is distinctly visible from the original illustrations, there is nothing more to the invention than the two parts and to separate them would obviously create the two independent units and nothing else.

Is it not possible for applicant to claim anything that is clearly visible in the original disclosure? Or must it have been written in the earlier claims?

Applicant would be grateful for clarification on this matter.

Applicant respectfully asserts that in the said part of the rejected claim (8), nothing was being claimed that was not already discernable from the original illustrations and that applicant has not tried to claim anything that was not absolutely visible and clear in the original and only illustrations disclosed.

Applicant would also like to state that the earlier claims stated "with reference to Fig. 1, 2 of the accompanying drawings" the drawings are unchanged and represent the said invention.

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Applicant would like to point out that applicant's earlier disclosure states in paragraph [0004]; "the reply post card would be detachable, when detached it would leave the greetings card as a normal two page greetings card"

Does this text taken in conjunction with the illustrations not confirm that to separate the greetings card from the reply post card would leave the two independent and complete items and nothing else?

It clearly states that to detach the reply post card from the combination would leave the greetings card as a normal two page greeting card, if detaching the reply post card from the combination would leave the greetings card as a normal two page greetings card then it is surely confirmed that the two independent items are then in existence and nothing else, because the earlier text states: the reply post card would be detachable, when detached it would leave the greetings card as a normal two page greetings card"

This text describes the reply card being detached, it does not describe any tabs, any flaps or anything else but just the detachment of the reply post card, if this detachment leaves the greeting card as a normal two page greeting card and nothing more than the reply post card has been detached, can it not be gleaned from this that there is no other parts to the invention and that the two items now exist independently and complete as a two page greeting card and a reply post card?

Applicant has described detaching the reply post card portion and has further described that the greeting card would be left as a normal two-page greeting card. This description mentions only two things and their separation, what else could possibly exist and is it not clear and confirmed by this that separation would lead to the recipient being in possession of the two independent and complete items of a greetings card consisting of two pages and a reply post card.

If applicant starts off describing a combined greeting card and reply post card and then describes separation of the two things, then surely it is absolutely clear that the two independent items will then exist separately and if no other tabs, flaps or anything else is described or illustrated is it not clear that they do not exist?

The invention starts out as being described as a combined greeting card and reply post card, it is described that to remove the reply post card would leave the greetings card as a normal two page greeting card, if the reply post card being detached from the greeting card would leave the greeting card as a normal two page greeting card, it is clear that the two things would then exist independently of each other and it is clear that the two things would be complete as a normal two page greeting card and a reply post card.

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On the said invention, the position and description of the one and only line of weakness (4) in the illustrations shows where separation must take place, it is clearly visible that on one side of the line of weakness (4) are two pages which represent the front (1) and back (2) cover of the greeting card portion and on the other side of the line of weakness (4) is one single page (3) which represents the reply post card, there can only be one outcome after performing the separation down the one and only line of weakness (4).

This outcome is what applicant states to be unique when compared with any of the prior art, it is clear to see that after separation takes place down the one and only line of weakness (4) that the recipient would then be holding two things, these two things would be, a two page greeting card which would appear as any normal two page greeting card and also a reply post card.

And there is nothing to discard, the two page greeting card would appear as any normal greeting card and could be enjoyed and kept for sentimental reasons and the reply post card is ready for use by the recipient to send his or her details back to the card company or any other company that produced such a card.

None of the prior art could produce this outcome and none of the prior art has set out to do so.

Panels (1,2) are clearly indicated as a greeting card portion and the artwork and description of illustrations confirm this, and panel (3) is clearly indicated by the artwork to be a reply post card and this is also confirmed by the description of illustrations.

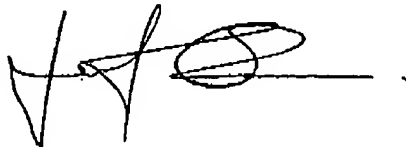
Applicant respectfully asserts that it is clear from the earlier disclosure and the illustrations that the only two components parts of the combined greeting card and reply post card are exactly that, the reply post card (3) and the greeting card (1,2), to separate them could not produce anything else.

So then to state that separation would produce the two independent and complete units seems to be obvious and absolutely in accordance with the original disclosure.

The original illustrations show clearly that to separate the combination down the line of weakness (4) could only produce the two items and could not conceivably produce any waste material or any other item.

Applicant respectfully asserts that the original disclosure supports this claim but clearly understands that it is stated in the amended claims in a different manner to the original disclosure, applicant awaits your recommendation on this matter.

Respectfully submitted,
By Laaong Silaprom



US 2006/0290132 A1

Dec. 28, 2006

GREETING CARDS

[0001] This invention relates to a greetings card that has three pages.

[0002] It is of course well known for other kinds of greetings cards to have three pages but in the case of the present invention the third page is not a decorative one.

[0003] In the case of the present invention, the third page of the greetings card is a reply post card.

[0004] The reply post card would be detachable, when detached it would leave the greetings card as a normal two page greetings card.

[0005] The detachable reply postcard would be in the form of the third page of the greetings card that is removable along suitable lines of weakness, for example perforations. However alternative means of detachment may be employed. It could also have no lines of weakness and in this case it would simply be cut off with scissors along a printed dotted line.

[0006] Below is a description of the invention with reference to the accompanying drawings in which:

[0007] FIG. 1 is a view of the outside of the greetings card.

[0008] FIG. 2 is a view of the inside of the greetings card.

[0009] In the figures similar features have been given the same reference numerals for ease of identification.

[0010] Referring first to FIG. 1 there are the three pages of the greetings card 1, 2 & 3.

[0011] Surface 1 is the outside of the front page of the greetings card, the usual decorative page.

[0012] Surface 2 is the outside of the back page of the greetings card, the page that usually has the information on e.g. Price code, card company name, artist name.

[0013] Surface 3 is the outside of the detachable reply post card. In this instance with the card publishers details and a box to place a stamp in.

[0014] The card would be displayed as any normal two page greetings card would be. Page 3 would be folded over onto page 2 and then page 1 would be folded on top of page 3. When folded the greetings card would appear as any normal two page greetings card.

[0015] The dotted line 4 is a perforated line or alternatively it is simply a printed dotted line to be cut along with scissors.

[0016] Since the reply post card 3 is detachable, the bulk of the greeting card would be retained for sentimental reasons.

[0017] The invention thus provides a greetings card with a reply post card for the recipient to send his or her details back to the card company or any other organisation that published such a greetings card.

[0018] The information received by the greetings card publishers could be used for any number of promotions

[0019] Referring now to FIG. 2. Surface 1 is the inside of the front page of the greetings card. Surface 2 is the inside of the back page of the greetings card. Surface 2 comes with a greeting, in this instance "Happy Birthday". Surface 2 also comes with enough unused space for the sender to write a personal message.

[0020] Surface 3 is the detachable reply post card with spaces for the recipient to fill in his or her details. These details could then be used for any number of company promotions.

1) A greetings card incorporating a reply post card for use by the intended recipient of the greetings card.

2) A greetings card according to claim 1 in which the reply post card is integral with the card.

3) A greetings card according to any one of the preceding claims in which the reply post card is detachable from the greetings card.

4) A greetings card according to claim 3 in which the detachable reply post card is in the form of a section of the card that is removable along suitable lines of weakness or alternatively the reply post card could be cut out with scissors along a printed dotted line.

5) The reply post card is integral with the greetings card and would be detachable for use by the recipient of the greetings card.

6) A greetings card according to any one of the preceding claims in which the greetings card carries an appropriate greeting dependent upon the occasion to be celebrated and the card is presented with artwork of an aesthetic character on its outer surface or surfaces to confer the usual decorative and attractive appearance

7) A greetings card substantially as herein before described with reference to FIG. 1, 2, of the accompanying drawings.

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